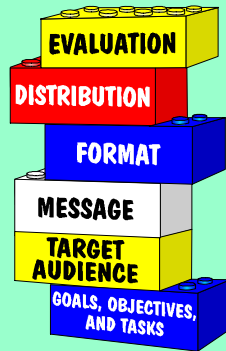


## Educating Tribal Members to Gain Project Support



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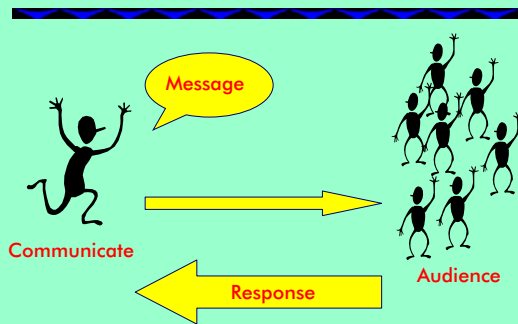
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## What Is Outreach?



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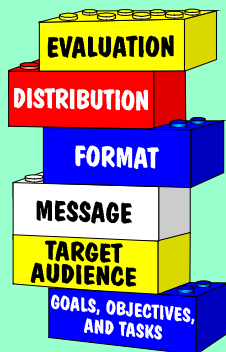
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## Outreach Building Blocks



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**Step 1.**  
**Goals and objectives**

- Reduce sediment runoff
- Improve livestock management
- Increase vegetation by streams
- Clean up & stabilize streams



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**Step 2. Target Audience:**  
**Who Do We Need to Reach?**

- Tribal Council members
- Tribal staff (timber/ag, roads, construction, utilities, etc.)
- Farmers & ranchers
- Homeowners
- Youth
- Others



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**Step 2.**  
**Target Audience**

- Information needed
  - Knowledge of the message
  - Communication channels
  - Concerns/values
  - Attitudes/perceptions

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## Step 2. Understand your audience

- What are the needs of the audience?
- What are the benefits to them?
- What are the barriers for them?



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## Step 2. What are the benefits for them to participate?

- Beneficial exchange
  - Real Benefits
    - Create jobs
    - Adds resources (technical and financial)
    - Build knowledge base
    - Protect health
  - Perceived Benefits
    - People expect it
    - Everyone else is doing it (Other tribes are doing this)
    - I'll get rewarded



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## Step 2. What are the barriers that prevent them from participating?

- Logistical Barriers
  - Too hard to do
  - Turnover of members
- Economic Barriers
  - Added costs
  - No cost savings
  - Not enough resources



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## Step 2. Barriers, cont.

- **Education Barriers**
  - Don't know how to do it
  - Lack of awareness
- **Social/Psychological Barriers**
  - Fear of new technologies
  - Against tribal or social norms
  - Fear of doing something different
  - Other priorities




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## Step 2. Overcoming barriers

- It will protect tribal water resources
- It will improve your quality of life
- It will improve our economy
- Everyone else is doing it (or not doing it)
- We'll teach you how to do it
- Save money/get money
- It's easy




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## Step 3. Create the message

- **Specific to target audience**
- **Should have direct benefit to target audience**
  - "Improves/protects resources"
  - "Costs less"
  - "Improves health"
  - "It's convenient"
  - "It's free"
- **Use barrier breakers**




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### Step 3. Remember the 3 H's

#### Health

Drinking water,  
swimming, fishing,  
children's health

#### Home

Property values, flooding

#### Heritage

Historical significance, future  
generations, cultural  
significance, tradition

For the Sake of a  
Healthy Family ...




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### Step 4. Formats

#### • Brochures and Fact Sheets

- Can be distributed  
widely
- Provide more detail  
on issues




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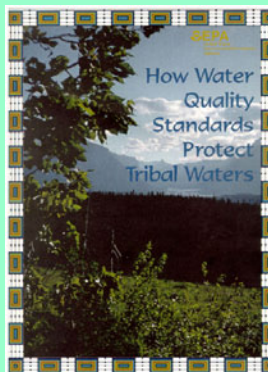
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[www.epa.gov/waterscience/tribes/howwqsprotect.pdf](http://www.epa.gov/waterscience/tribes/howwqsprotect.pdf)




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#### Step 4. Formats

- **Events (public and targeted)**
  - Community meetings
  - Pow Wows
  - Presentations to tribal council, school groups, residents
  - BMP demo field days
- **Volunteer monitoring**
- **Field tours**
- **Connect people to the resource**



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#### Step 4. Formats

- **Activities**
  - Volunteer citizen educators
  - Educational programs for children
  - Storm drain stenciling
  - Watershed or BMP signage
  - Festivals
  - Stream clean ups or streamside planting days
  - Clean up illegal dump sites



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#### Step 5. Distribution

- **How will you distribute your message?**
- **Who will distribute the message?**



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## Step 5. Distribution

### Delivering the message . . .

Mail	Piggybacking
Phone	Media
Door-to-door	Stakeholder-stakeholder
Events	Conferences/workshops
Presentations	Targeted businesses

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## Step 5. Who is your messenger?

- Who does your audience trust?
- Who does your audience believe?



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## Step 6. Evaluation: Why?

- Program success justification
  - Shows a cost-effective program
  - Justifies loan/grant money
  - Show impacts and benefits
- Understand the good, bad and ugly
  - What went right? What went wrong?
- Program refinements and improvements
  - Adaptive management

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## Step 6. Evaluation

- Is the audience more aware of the message?
- In what ways did the audience change its behavior?
- Were there improvements in WQ based on outreach efforts?

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## Step 6. Evaluation

- Evaluation tools include:
  - Focus groups
  - Surveys
  - Interviews
  - Observations
  - Monitoring data/trends
- Tools may be part of before/after approach
  - Remember to get your baseline data so you can measure success

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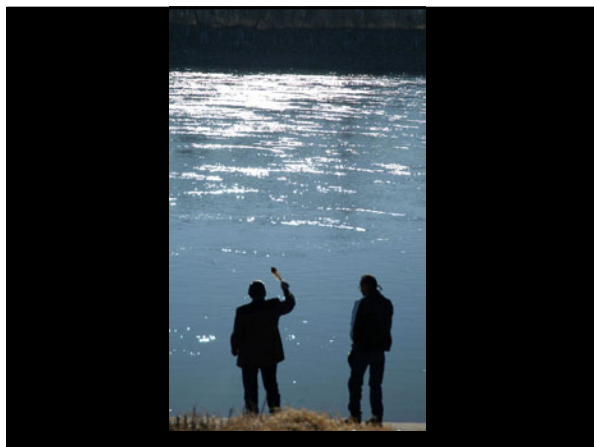
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## Group Exercise: Overcoming Barriers

- How would you address these barriers?
  - My septic tank doesn't need to be inspected because I haven't had any problems with it.
  - I can't fence off my stream because my cattle need water.
  - Installing a sediment basin at the construction site will put my project behind schedule.
  - I don't have time to trap and remove feral animals on my grazing lands.

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